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fashion/calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

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1963

JANUARY	FEBRUARY	MARCH	APRIL
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK ENDING FRIDAY, JULY 12, 1963

NEW YORK COUTURE GROUP FORTY-FIRST NATIONAL PRESS WEEK

Spring collections of leading designers. Press Director: Kittie Campbell, LA.4-0461.

<u>Thurs., July 11:</u>	8:00 A.M.	VANITY FAIR MILLS(Aux.) Breakfast . . .	HOTEL ROOMS
	9:00 A.M.	BRANELL	PIERRE BALLROOM
	9:45 A.M.	ORIGINALA	PIERRE BALLROOM
	10:30 A.M.	HATTIE CARNEGIE	PIERRE BALLROOM
	11:15 A.M.	FREE WRITING PERIOD	
	12:00 Noon	CLAIROL(Aux.) Luncheon.	PIERRE BALLROOM
	2:00 P.M.	PAUL PARNES(Karen Stark & Fernando Bosc).	PIERRE BALLROOM
	2:45 P.M.	NAT KAPLAN.	PIERRE BALLROOM
	3:30 P.M.	HANNAH TROY	PIERRE BALLROOM
	4:15 P.M.	FREE WRITING PERIOD	
	5:15 P.M.	SAM FRIEDLANDER(Bob Bugnand).	PIERRE BALLROOM
	7:00 P.M.	INT'L SILK ASS'N, USA (Aux.) Dinner . .	HOTEL PLAZA
<u>Fri., July 12:</u>	8:00 A.M.	CLOTHING, RESEARCH & DEVELOPMENT(Aux.).	PIERRE BALLROOM
	9:30 A.M.	"HER (fashion's) INFINITE VARIETIES". .	PIERRE BALLROOM
		Kimberly; Stella Sloat; Count Romi Rainwear;	
		Samuel Robert.	
	11:30 A.M.	FREE WRITING PERIOD	
	12:30 P.M.	SUZY PERETTE & JEUNESSE(Aux.) Luncheon. .	PIERRE BALLROOM
	2:30 P.M.	LARRY ALDRICH (Marie McCarthy).	PIERRE BALLROOM
	3:15 P.M.	MAURICE RENTNER (Bill Blass).	PIERRE BALLROOM
	4:00 P.M.	EMBA MINK BREEDERS ASSOC.(Aux.)Cocktails.	PIERRE BALLROOM
	6:30 P.M.	APERITIF-STONE'S GINGER WINE (Black Tie).	CARLYLE HOTEL
	8:30 P.M.	DU PONT(Aux.);FREDRICA(Fashion Show). .	PARKE-BERNET
	9:30 P.M.	CHAMPAGNE NIGHT CAP	FRENCH & CO.

Thursday	OPEN HOUSE FOR	CORO, INC.	SHERRY NETHERLANDS
July 11	VISITING PRESS	(47 WEST 34TH STREET)	CRYSTAL PAVILLION
9:00 A.M.-	Coro (Coro, Vendome, Coroteen) will invite the visiting press to an open		
7:30 P.M.	house reception, featuring a jewel case of Fall fashions. By invitation.		
	Publicity: Vera Haggerty, TN. 7-3150.		

Thursday	PREVIEW: FALL-WINTER	SAKS-34TH	5TH FLOOR
July 11	BRIDAL FASHIONS		BRIDAL SALON
9:30 A.M.	For the press, by invitation. (For Release, Fri., July 12.) Customer		
Coffee	showings: July 16 and 17, 5th floor at 6:30 P.M. By admission ticket.		
	Publicity: Selma Spanier, LA. 4-7000.		

Thursday	PREVIEW: HAIR FASHIONS	CLAIROL INCORPORATED	HOTEL PIERRE
July 11	AND COLORING FOR FALL	(666 FIFTH AVENUE)	BALLROOM
12:00 Noon	Clairol (Auxiliary Member, N.Y.C.G.) will preview the "New Look" in hair		
Luncheon	fashions and coloring for Fall. By invitation. Publicity: Terry Grimes		
	Russell, 957-3100.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 11 4:00 P.M. Cocktails	SHOWING OF FALL FASHIONS Peck & Peck will invite local and visiting press to a cocktail party and fashion show. By invitation. Publicity: Carol Stroll, OR. 3-4700.	PECK & PECK	QUO VADIS RESTAURANT 26 EAST 63RD STREET
Thursday July 11 5:15 P.M. Cocktails	FALL FASHIONS FOR THE VISITING PRESS Sam Friedlander (Auxiliary Member, N.Y.C.G.) will present Fall fashions designed by Bob Bugnand. For the out-of-town press, by invitation. Publicity: Phyllis Youngheart, PL. 1-0752.	SAM FRIEDLANDER, INC. (530 SEVENTH AVENUE)	HOTEL PIERRE BALLROOM
Thursday July 11 6:30 P.M. Cocktails- Dinner	FALL SILK FASHIONS FOR VISITING PRESS "A Time For Silk"--The International Silk Ass'n., U.S.A. (Auxiliary Member, N.Y.C.G.) will invite the visiting and local editors to a dinner and showing of silk fashions. By invitation. Publicity: Judith Jackson, MU. 3-7197.	INTERNATIONAL SILK ASS'N, U.S.A.	HOTEL PLAZA BALLROOM
Thursday July 11	SHOWING: HOLIDAY- RESORT FASHIONS Showing Holiday and Resort collections of Bernhard Altman cashmere coor- dinates and "Her" McGregor skiwear. By appointment. Contact: Peg Brady, LA. 4-1900.	"HER" MCGREGOR; BERNHARD ALTMAN	1407 BROADWAY SHOWROOM - 15TH FLOOR
Thursday July 11- July 19	SHOWING OF FALL JEWELRY FASHIONS The local and visiting press are invited to an open house to see Monet's Fall jewelry fashions. Publicity: Charlotte Leff, CH. 4-4300.	MONET JEWELRY	6 WEST 32ND STREET SHOWROOM - 7TH FLOOR
Thursday July 11- July 13	COUTURE SHOWINGS IN ROME July 11: 4:30 P.M. Tita Rossi. 6:30 P.M. Sarli. July 12: 10:00 A.M. Eleanora Garnett. 12:00 Noon Gregoriana. 6:30 P.M. Gattinoni. 9:00 P.M. Centinaro. July 13: 9:00 A.M. Baratta. 11:00 A.M. Faraoni. Contact: Centro Romano Alta Moda Italiana, Via Torino 107, Rome, Italy.	CENTRO ROMANO ALTA MODA ITALIANA	ROME, ITALY 16 10 AM
Just Released	MILLINERY AND ANKLET COLORS Spring 1964 millinery color card, coordinating with ready-to-wear and accessories; misses' and children's sock and anklet color card, coordinat- ing with sweaters. Contact: Ann Mulligan, MU. 5-5881.	COLOR ASSOCIATION OF U.S. INC.	200 MADISON AVENUE
Friday July 12 8:00 A.M. Breakfast	PREVIEW: FUNCTIONAL FASHIONS Premiere showing of functional fashions for the physically limited, by leading American designers, presented by Clothing Research and Development Foundation (Auxiliary Member, N.Y.C.G.). For visiting and local press, by invitation. Contact: Helen Cookman, RE. 7-1345.	CLOTHING RESEARCH & DEV'T FOUNDATION	HOTEL PIERRE BALLROOM
Friday July 12 9:00 A.M. Breakfast	COLLEGE FASHIONS AT PRESS PREVIEW Preview of Altman's college fashions. For the press, by invitation. (For Release, Mon., July 15.) Publ.: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	3RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday July 12 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Preview of new Fall millinery and boutique fashions to local and visiting press. Show followed by luncheon. By invitation.	MISS ALICE	6 WEST 57TH STREET SALON - 5TH FLOOR Contact: CO. 5-2634.
Friday July 12 12:30 P.M. Luncheon	FASHION SHOW FOR THE OUT-OF-TOWN PRESS Suzy Perette and Jeunesse (Auxiliary Member, N.Y.C.G.) will preview Fall fashions, for the out-of-town press. By invitation.	SUZY PERETTE; JEUNESSE	HOTEL PIERRE BALLROOM Contact: WI. 7-7200.
Friday July 12 4:00 P.M. Cocktails	INT'L DESIGNERS FUR COLLECTION Emba (Auxiliary Member, N.Y.C.G.) will present Fall-Winter fur fashions, by leading International and American designers. For the visiting press, by invitation. Contact: Maureen Clancy, MU. 2-6881. Publicity: Virginia Casey at Infoplan, OX. 7-7330.	EMBA MINK BREEDERS' ASSOCIATION	HOTEL PIERRE BALLROOM
Friday July 12 6:30 P.M. Dinner	BLACK TIE EVENING-- FASHION SHOW Aperitif--introducing Stone's Original Ginger Wine, followed by dinner. At 8:30 P.M. fashion show by Du Pont (Auxiliary Member, N.Y.C.G.); furs by Fredrica--Parke Bernet Galleries, 980 Madison Ave. At 9:30 P.M. champagne at French & Co., 978 Madison Avenue. Du Pont Contact: Nancy Hamilton, 971-4262.	DU PONT; & FREDRICA FURS	CARLYLE HOTEL 33 EAST 76TH STREET

AMERICAN DESIGNER SERIES-SCHEDULE OF SHOWINGS FOR VISITING PRESS

Special showings have been scheduled for visiting press, from Friday, July 12 through Tuesday, July 16. (Buses for editors to and from Hotel Plaza and showrooms.) By invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Fri., July 12:	5:00 P.M.	LILLY DACHE--Cocktails.	PLAZA-TERRACE RM.
Sat., July 13:	8:30 A.M.	RITTER--FALL FURS & "RITTER SPORT".	PLAZA-TERRACE RM.
	10:00 A.M.	ANNE FOGARTY.	PLAZA-TERRACE RM.
	11:00 A.M.	BURKE-AMEY.	16 WEST 57TH ST.
	12:00 Noon	PEPE FERNANDEZ.	24 WEST 57TH ST.
	1:00 P.M.	Children's fashions(Little Craft; Alyssa; Helen Lee).	PLAZA-WHITE & GOLD
	2:30 P.M.	BETTY CAROL FOR MAM'SELLE	PLAZA-WHITE & GOLD
	3:15 P.M.	CEIL CHAPMAN.	PLAZA-WHITE & GOLD
	4:00 P.M.	BUD KILPATRICK.	PLAZA-WHITE & GOLD
	6:00 P.M.	SCAASI & SCAASI BOUTIQUE FOR MARTINI. 550 SEVENTH AVE.	
	7:30 P.M.	JEAN LOUIS--Buffet supper and preview	444 WEST 56TH ST.
Sun., July 14:	10:30 A.M.	ADOLFO HATS	PLAZA-CRYSTAL RM.
	11:15 A.M.	TINA LESER FOR DAVID GOODSTEIN.	PLAZA-CRYSTAL RM.
	12:15 P.M.	MARQUISE.	PLAZA-CRYSTAL RM.
	1:00 P.M.	AMERICAN DESIGNERS' GUESTS--Luncheon.	PLAZA-BAROQUE RM.
	2:00 P.M.	RUDI GERNREICH.	PLAZA-CRYSTAL RM.
	3:00 P.M.	CARMEL.	PLAZA-CRYSTAL RM.
	4:00 P.M.	JOHN WEITZ.	PLAZA-CRYSTAL RM.
	5:00 P.M.	FREE WRITING PERIOD	
	6:00 P.M.	MOLLIE PARNIS AT HOME--Cocktails.	812 PARK AVENUE
	8:00 P.M.	CAPROLAN DINNER	ST. REGIS ROOF

(continued on following page)

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

AMERICAN DESIGNER SERIES--SCHEDULE OF SHOWINGS FOR VISITING PRESS--continued

Mon., July 15: 8:15 A.M. COTY 1963 AWARD WINNERS--Breakfast. . PLAZA-CRYSTAL RM.
 9:30 A.M. CHRISTIAN DIOR-NEW YORK 498 SEVENTH AVE.
 10:30 A.M. OLEG CASSINI-YOUNG AMERICA. 498 SEVENTH AVE.
 11:30 A.M. HIGHLIGHT FASHIONS(Pat Sandler) . . . 498 SEVENTH AVE.
 1:00 P.M. PERSONAL POSSESSIONS 1963--Luncheon:
 Herbert Levine, shoes; Koret, handbags
 and luggage; Erwin Pearl, jewelry . PLAZA HOTEL
 2:00 P.M. LUIS ESTEVEZ. 550 SEVENTH AVE.
 3:00 P.M. B.H. WRAGGE 550 SEVENTH AVE.
 4:00 P.M. PAULINE TRIGERE 550 SEVENTH AVE.
 8:00 P.M. SHIP 'N SHORE--"Never Too Late" Theatre 137 WEST 48TH ST.
Tues., July 16: 8:15 A.M. PELLON--Breakfast PLAZA-CRYSTAL RM.
 9:45 A.M. ADELE SIMPSON 530 SEVENTH AVE.
 10:45 A.M. GEOFFREY BEENE FOR A. FETTERMAN . . . 530 SEVENTH AVE.
 12:00 Noon FREE WRITING PERIOD
 1:00 P.M. SHIP 'N SHORE--Luncheon PLAZA-BALLROOM
 2:30 P.M. FRECHTEL. PLAZA-CRYSTAL RM.
 3:15 P.M. JACQUES TIFFEAU of TIFFEAU-BUSCH. . . PLAZA-CRYSTAL RM.
 4:00 P.M. GUSTAVE TASSELL PLAZA-CRYSTAL RM.
 4:45 P.M. BEN ZUCKERMAN PLAZA-CRYSTAL RM.
 8:00 P.M. DINNER: Norman Norell; Jane Derby; John
 Moore of Talmack; Sarmi REGENCY HOTEL

Sunday	COUTURE OPENINGS	CENTRO DI FIRENZE	FLORENCE,
July 14-	IN FLORENCE	PER LA MODA ITALIANA	ITALY

July 18 July 14: 9:30 A.M.(Sportswear & Boutique) Camisene; Baldini; Myrica; Valditivere; Scarabocchio; De Simone; Glans; Ken Scott; Lida; Trico; Avagolf; Laura Aponte; Celli; Naka. 3:00 P.M.(Sportswear & Boutique) Mirsa; Bertoli; Avolio; (Teen Age Fashions) Roberta's Accessories; Aponte-Swanson; Roveda. 9:00 P.M.(Sportswear & Boutique) Galitzine Sport; Marucelli Boutique; Barentzen's Bazaar; Enzo Selections; Valentino Boutique; Veneziani.
July 15: 10:00 A.M.(High Fashion) Forquet; Lancetti. 5:00 P.M.(Millinery) La Familiare. 9:00 P.M.(High Fashion) Veneziani; Valentino.
July 16: 10:00 A.M.(High Fashion) Galitzine; De Luca. 9:00 P.M. Carosa; Enzo.
July 17: 10:00 A.M.(High Fashion) De Barentzen; Marucelli. 9:00 P.M. Biki; Emilio Pucci.
July 18: 10:00 A.M.(High Fashion) Guidi; Antonelli. 9:00 P.M.(High Fashion) Schuberth; Mingolini-Gugenheim.
 Contact: G.M. Giorgini, 10 Lungarno Acciaiollo, Florence, Italy.

WEEK BEGINNING MONDAY, JULY 15, 1963

July 15 ALTMAN'S RELEASE DATE--College fashions. (Preview July 12 at 9:00 A.M.)
 Monday PREVIEW OF FALL NORMAN NORELL 550 SEVENTH AVENUE
 July 15 COLLECTION SHOWROOM - 10TH FLOOR
 9:00 P.M. By admission card only (Black Tie). Showing for buyers, July 16 and 23 at 10:30 A.M. Press, Tues., Aug. 6 at 10:30 A.M. All showings by invitation.
 Contact: CH. 4-5452.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 15	AT-HOME FASHIONS IN HANDWOVEN FABRICS Ellen Lockwood presents at-home fashions in handwoven fabrics, designed by Eleen Auvil. Contact: WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
Tuesday July 16 9:00 A.M. Coffee	PRESS PREVIEW OF FALL COLLECTION Preview for the press of Thom Parker's daytime, cocktail, and evening fashions. <u>Buyer preview, Wed., July 17 at 9:00 A.M.</u> Both shows by in- vitation. <u>Thereafter by appointment.</u> Contact: CI. 7-6515.	THOM PARKER ORIGINALS	18 WEST 56TH STREET SALON - 2ND FLOOR
Tuesday July 16 9:45 A.M. Coffee	FALL FUR FASHIONS AND ACCESSORIES Preview for the press of complete Fall fur fashions and accessories. (For Release, Wed., July 17.) By invitation. Publicity: Mildred Collins, LO. 5-7950.	STERN'S	3RD FLOOR EAT AND RUN RESTAURANT
July 16	NORMAN NORELL'S SHOWING FOR BUYERS AT 10:30 A.M. By invitation. (See Pg.4)		
Tuesday July 16 6:30 P.M.	CUSTOMER SHOWING: FALL BRIDAL FASHIONS Customer showing of Fall bridal fashions, July 16 and 17 at 6:30 P.M. By admission ticket only. Publicity: Selma Spanier, LA. 4-7000, Ext. 448.	SAKS 34TH	5TH FLOOR BRIDAL SALON
Wednesday July 17 9:30 A.M. Breakfast	PRESS PREVIEW: MID- SUMMER HOME FURNISHINGS Macy's preview for the press of midsummer home furnishings. By invita- tion. (For Release, Fri., July 19.) Publicity: Mary Boyle, OX. 5-4400.	MACY'S NEW YORK	9TH FLOOR
Wednesday July 17- July 22	COUTURE PRESS SHOWINGS IN LONDON (Picture Release date, August 22.) July 17: 11:00 A.M. Hardy Amies. 2:30 P.M. Lachasse. 4:15 P.M. Ronald Patterson. July 18: 10:00 A.M. Michael. 11:45 A.M. Norman Hartnell. 2:30 P.M. Charles Creed. 4:15 P.M. John Cavanagh. July 19: 10:00 A.M. Mattli. 11:45 A.M. Michael Sherard. 2:30 P.M. Angele Delanghe. 3:30 P.M. Ronald Paterson (2nd Press Show). July 22: John Cavanagh (2nd Press Show). Contact: Lady Joubert, 315 Regent Street, London, W 1.	INCORPORATED SOCIETY OF LONDON DESIGNERS	LONDON, ENGLAND
July 18	DE PINNA RELEASE DATE--Midsummer fashions from Spain. (No Press Show)		
Thursday July 18 10:00 A.M. Breakfast	PRESS PREVIEW: FALL FUR FASHIONS Arnold Constable's preview for the press of Fall fur fashions. By invita- tion. (For Release, Fri., July 19.) Publ.: Pam Johnston, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR MINK ROOM
July 19	MACY'S RELEASE DATE--Midsummer home furnishings. (Preview July 17)		
Friday July 19 9:00 A.M. Coffee	PRESS PREVIEW OF BOUTIQUE FUR FASHIONS Preview for the press of Altman's boutique fur fashions. By invitation. (For Release, Mon., July 22.) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	3RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Sunday July 21- July 25	LUGGAGE, LEATHER & ACCESSORIES SHOW Hours: Sunday, 12:00 Noon-7:00 P.M.; Monday-Wednesday, 9:30-6:00 P.M. Thursday, 9:30-12:00 Noon. Contact: Jack Citronbaum, LE. 2-3960.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	N.Y. TRADE SHOW BLDG. 500 EIGHTH AVENUE
July 22	ALTMAN'S RELEASE DATE--Boutique furs. (Preview July 19--See Pg. 5)		
Monday July 22 11:00 A.M. Luncheon	PREVIEW: MIDSUMMER HOME FURNISHINGS A & S preview for the press of midsummer home furnishings. By invitation. (For Release, Wed., July 24.) TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	7TH FLOOR GAYLORD GALLERY
Beginning Monday July 22	OPENING: HOLIDAY COLLECTIONS Showing of pastel color-coordinated separates; groups of coordinated sportswear in new distinctive fabrics; junior and junior petite dresses, highlighting double knits; premiere showing of "Ski Looks" for on and off the slopes. Publicity: Claire Affens, PE. 6-2392.	BOBBIE BROOKS, INC.	1407 BROADWAY ROOM 3902

Monday July 22- August 7	FALL PRESS SHOWINGS - PARIS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
July 22:	<u>9:30 A.M.</u> Yorn. <u>9:45 A.M.</u> Jacques Esterel. <u>12:00 Noon</u> Yorn; Claude Riviere. <u>2:00 P.M.</u> Jacques Heim. <u>2:30 P.M.</u> L.Feraud. <u>5:00 P.M.</u> De Rauch; Regine Lutece. <u>9:00 P.M.</u> Jacques Esterel; Yorn.		
July 23:	<u>10:00 A.M.</u> Balmain. <u>12:00 Noon</u> Zabeleta. <u>2:15 P.M.</u> Godard. <u>2:30 P.M.</u> Lanvin. <u>3:00 P.M.</u> Jacques Esterel. <u>5:00 P.M.</u> Nina Ricci. <u>9:00 P.M.</u> Michel Tellin.		
July 24:	<u>10:00 A.M.</u> Ferreras. <u>10:30 A.M.</u> G.Laroche. <u>2:30 P.M.</u> Lanvin; Jean Patou. <u>3:45 P.M.</u> Gres. <u>5:30 P.M.</u> Maggy Rouff; Ferreras. <u>9:00 P.M.</u> J.L. Scherrer.		
July 25:	<u>9:45 A.M.</u> Christian Dior; Montaigne. <u>2:15 P.M.</u> Capucci. <u>3:30 P.M.</u> Fardeau; Patou. <u>5:00 P.M.</u> Capucci; Hermes; Renee Lise. <u>9:00 P.M.</u> Carven; Capucci.		
July 26:	<u>10:00 A.M.</u> Jacques Griffe; Simonetta et Fabiani. <u>11:00 A.M.</u> Venet. <u>2:15 P.M.</u> B.Sagardoy; Venet. <u>3:00 P.M.</u> Lola Prusac. <u>5:00 P.M.</u> Anny Blatt; Cardin; Simonetta et Fabiani. <u>8:00 P.M.</u> Cardin.		
July 27:	<u>10:30 A.M.</u> Venet. <u>11:00 A.M.</u> Courreges. <u>3:00 P.M.</u> Simonetta et Fabiani. <u>3:30 P.M.</u> Courreges.		
July 29:	<u>10:00 A.M.</u> St.Laurent. <u>11:00 A.M.</u> Suzanne Baron. <u>3:30 P.M.</u> Maurice Roger. <u>5:00 P.M.</u> St.Laurent(For American Buyers).		
July 30:	<u>6:00 P.M.</u> Georgette Renal.		
July 31:	<u>10:30 A.M.</u> Givenchy(Buyers).		
Aug. 1:	<u>10:30 A.M.</u> Balenciaga(Buyers). <u>3:30 P.M.</u> Valentine Bourgade.		
	Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.		

Tuesday July 23 9:00 A.M. Breakfast	ITALIAN RESORT-HOLIDAY- CRUISE COLLECTION Gino Paoli will present the "La Primavera" collection of Italian haute couture knits for Resort, Holiday, and Cruise, designed by Chiara Ghigi and Pino Lancetti. Show promptly at 9:30. For press and buyers, by invitation. Contact: Edith K. Brown, BR. 9-0925. Publicity: Terry Seymour and Reggie Riccardi, 38 East 57th St., MU. 8-6380.	GINO PAOLI	1407 BROADWAY SHOWROOM - 37TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 23	MACY'S RELEASE DATE--Opening of junior college shop. (No Press Show)		
Tuesday July 23 10:00 A.M. Coffee	PRESS PREVIEW: MID-SUMMER FURNITURE Gimbels preview of new model rooms and midsummer furniture. By invitation. (For Release, Wed., July 24.)	GIMBELS	9TH FLOOR
July 23	NORMAN NORELL'S SHOWING FOR BUYERS AT 10:30 A.M. By invitation. (See Pg.4)		
Tuesday July 23; July 24; August 7	RESORT-SPRING-SUMMER '64 COLORS AND FABRICS Opening of Resort-Spring-Summer 1964 new colors and fabrics in cottons, knits, stretches, woolens, blends, for ready-to-wear, lingerie, sportswear, dresses, coats, suits. Showings July 23, 24 and Aug. 7 from 3:00 P.M. to 5:00 P.M. By admission card only. Contact: Pat Flannery, OX. 5-1200.	DEERING MILLIKEN, INC.; MILLIKEN WOOLENS, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
July 24	BLOOMINGDALE'S RELEASE DATE--College fashions. (No Press Show)		
Wednesday July 24 10:00 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS Preview of Gimbels' college fashions. For the press, by invitation. (For Release, Fri., July 26.)	GIMBELS	3RD FLOOR SPECIALTY CORNER
Thursday July 25 10:30 A.M. Coffee	PRESS PREVIEW: COLLEGE FASHIONS Preview for the press of Martin's college fashions. By invitation. (For Release, Mon., July 29.)	MARTIN'S (BROOKLYN)	5TH FLOOR
Thursday July 25 11:45 A.M. Luncheon	FALL-WINTER FASHIONS IN PARIS Georges Kaplan will preview his Fall-Winter fur collection at luncheon. Contact: Miss Hoerig, CI. 3-6416(N.Y.); Mlle.Nicole, Kleber 7061(Paris).	GEORGES KAPLAN	POTEL ET CHABOT 2 AVENUE VICTOR HUGO
July 26	GINBELS RELEASE DATE--College fashions.(Preview July 26--See Above)		
July 29	ALTMAN'S RELEASE DATE--Children's back-to-school fashions. (No Show)		
July 29	MARTIN'S RELEASE DATE--College fashions. (Preview July 25--See Above)		
July 30	SAKS FIFTH AVENUE RELEASE DATE--Opening of college shop. (No Press Show)		
Tuesday July 30 10:00 A.M. Breakfast	PREVIEW FOR PRESS: COLLEGE FASHIONS Preview of college fashions, for the press. By invitation. (For Release, Wed., July 31.)	ARNOLD CONSTABLE	4TH FLOOR COLLEGE SHOP
Tuesday July 30 3:30 P.M. Tea	PRESS PREVIEW OF COLLEGE FASHIONS Preview for the press of college fashions. By invitation. (For Release, Thurs., Aug. 1.)	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT
July 31	ALEXANDER'S RELEASE DATE--College collection. (No Press Show)		
Wednesday July 31 9:45 A.M. Coffee	PRESS PREVIEW: COLLEGE FASHIONS Preview of Stern's college fashions. For the press, by invitation. (For Release, Fri., Aug. 2.)	STERN'S	3RD FLOOR EAT AND RUN RESTAURANT

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
August 1	ABRAHAM & STRAUS RELEASE DATE--College fashions. (Preview July 30.)		
August 2	MACY'S RELEASE DATE--Young junior back-to-school fashions. (No Show)		
August 2	STERN'S RELEASE DATE--College fashions. (Preview July 31--See Pg. 7)		
August 5	OHRBACH'S RELEASE DATE--College and Career collection. (No Press Show)		
Monday August 5 9:30 A.M. Coffee	FUN FUR FASHIONS AT PRESS PREVIEW Bloomingdale's "Fun Fur" collection. By invitation. (For Release, Tues., Aug. 6.)	BLOOMINGDALE'S	3RD FLOOR FUR SALON
Beginning Monday August 5	RESORT-HOLIDAY JUNIOR KNITS Continuous daily showings of Resort-Holiday junior knits, designed by Frank Adams. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
August 6	GIMBELS' RELEASE DATE--Back-to-school fashions. (No Press Show)		
August 6	NORMAN NORELL'S PRESS PREVIEW AT 10:30 A.M. By invitation. (See Pg.4)		
Wednesday August 7 10:00 A.M. Coffee	PRESS PREVIEW: BACK- TO-SCHOOL FASHIONS Press preview of back-to-school fashions, featuring imported knits. By invitation. (Release, Tues., Aug. 13.)	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE Publ.: Rene Hall, OX. 5-4500.
August 9	MACY'S RELEASE DATE--Career fashions. (No Press Show)		
August 12	MACY'S RELEASE DATE--Back-to-school fashions. (No Press Show)		
August 13	ALEXANDER'S RELEASE DATE--Back-to-school fashions; imported knits.(See Above)		
August 14	OHRBACH'S RELEASE DATE--Finezza shoe collection. (No Press Show)		
August 14	ALTMAN RELEASE DATE--"Small World" Fall-Winter imports. (No Press Show)		
Wednesday August 14 4:00 P.M.	PREVIEW: FALL PETITE COUTURE FASHIONS Bergdorf Goodman will preview their Fall petite couture fashions. By invitation. (For Release, Fri., Aug. 16.)	BERGDORF GOODMAN	MISS BERGDORF 5TH FLOOR Publicity: Florence Neff, PL.3-7300.
August 15	GIMBELS' RELEASE DATE--New Fall leisure fashions. (No Press Show)		
August 16	BERGDORF GOODMAN RELEASE DATE--Petite fashions.(Preview Aug.14--See Above)		
Friday August 16 9:00 A.M.	PREVIEW: SIMONETTA ET FABIANI FASHIONS Altman's preview for the press of Simonetta et Fabiani fashions. By invitation. (For Release, Tues., Aug.20.)	B. ALTMAN & CO.	3RD FLOOR DESIGNER SHOP Publicity: Kay Robinson, OR.9-7800.
August 19	ARNOLD CONSTABLE RELEASE DATE--Back-to-school fashions. (No Press Show)		
August 20	ALTMAN'S RELEASE DATE--Simonetta et Fabiani. (Preview Aug.16--See Above)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 21 10:00 A.M. Coffee	PRESS PREVIEW: FALL SHOE COLLECTION Gimbels will preview their Fall collection of shoes. By invitation. <u>(For Release, Wed., Aug. 28)</u> . Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	4TH FLOOR NEW SHOE SALON
August 22	GIMBELS' RELEASE DATE--New accessories. (No Press Show).		
August 23	OHRBACH'S RELEASE DATE-- Children's back-to-school fashions. (No Show).		
August 28	GIMBELS' RELEASE DATE--Fall shoe collection. (Preview Aug. 21--See Above).		
Wednesday August 28 9:00 A.M. Coffee	PREVIEW: MICHAEL OF LONDON FASHIONS Michael of London fashions at preview for the press. By invitation. <u>(For Release, Thurs., Aug. 29)</u> . Publicity: Kay Robinson, OR. 9-7800	B. ALTMAN & CO.	3RD FLOOR DESIGNER SHOP
Thursday August 29 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order couture fashions, designed by Leslie Morris. By invitation. <u>(For Release, Tues., Sept. 3)</u> . Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Sept. 2	LABOR DAY (Monday)		
Sept. 3	BERGDORF GOODMAN RELEASE DATE--Couture fashions. (Preview Aug. 23--See/above).		
Tuesday Sept. 3 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. <u>(For Release, Wed., Sept. 4)</u> . Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Wednesday Sept. 4 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their import collection to the press. By invitation. <u>(For Release, Fri., Sept. 6)</u> . Publicity: Joan Springler, OX. 5-4400	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Beginning Thursday Sept. 5	RESORT-HOLIDAY OPENINGS IN CALIFORNIA Contact: California Fashion Creators, 856 South Broadway, Los Angeles.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
Sept. 6	MACY'S RELEASE DATE--Import collection. (Preview, Sept. 4--See above).		
Friday Sept. 6 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Fall-Winter import collection at preview for press. By invitation. <u>(For Release, Mon. Sept. 9)</u> . Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Sept. 9	BERGDORF GOODMAN RELEASE DATE--Import collection. (Preview, Sept. 6--See/above).		
Wednesday Sept. 11 9:00 A.M.; 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Fall import collections at breakfast and luncheon showings. (Prices and more details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 12 9:30 A.M. Coffee	PRESS PREVIEW: LINE- FOR-LINE IMPORTS Preview for the press of Ohrbach's Paris and Italian import reproductions. By invitation. (<u>For Release, Fri., Sept. 13.</u>) Publicity: Mark Klauser, OX. 5-4000.	OHFBACH'S	5TH FLOOR
Friday Sept. 13 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS Fashions by Gigliola Curiel of Milan and Bernard Newman of the United States. By invitation. (<u>For Release, Mon., Sept. 16.</u>) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR SALON
Sept. 16	BERGDORF GOODMAN RELEASE DATE--Curiel and Newman fashions. (See Pg. 9)		
Monday Sept. 16 10:00 A.M. Coffee	PREVIEW OF IMPORTS AND REPRODUCTIONS Press preview of French and Italian imports and reproductions. By invita- tion. (<u>For Release, Tues., Sept. 17.</u>) Publicity: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE
Tuesday Sept. 17 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. (<u>For Release, Wed., Sept. 18.</u>) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	609 FIFTH AVENUE SALON - 8TH FLOOR
Tuesday Sept. 17 3:00 P.M.	PRESS PREVIEW: FALL- WINTER COLLECTION Preview of Elizabeth Arden's Fall-Winter collection, designed by Oscar de la Renta. By invitation. (<u>For Release, Thurs., Sept. 19.</u>) Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Tuesday Sept. 17 4:00 P.M. Cocktails	PREVIEW: HOLIDAY, CRUISE AND SPRING FASHIONS White Stag will present Holiday, Cruise, and Spring 1964 sportswear fashions at a preview for press and buying offices. <u>Show at 4:30 P.M.</u> By admission card only. Publicity: Roberta Berk, BR. 9-1972.	WHITE STAG	HOTEL PIERRE BALLROOM
Sept. 18	ROSH HASHONAH (Jewish Holiday--begins at sundown. First day Thurs., Sept. 19.)		
Wednesday Sept. 18 9:30 A.M. Coffee	PRESS PREVIEW: READY- TO-WEAR IMPORTS Preview for the press of Macy's "Made-in-Europe" ready-to-wear collection. By invitation. (<u>For Release, Fri., Sept. 20.</u>) Publicity: Joan Springler, OX. 5-4400.	MACY'S NEW YORK	3RD FLOOR EXEC. DINING ROOM
Sept. 23	NATIONAL SWEATER WEEK. Contact: Knitted Outerwear Foundation, MU. 3-7520.		
Tuesday Sept. 24 12:00 Noon Luncheon	SWIMWEAR FASHIONS FOR 1964 Preview for the press and buyers of Rose Marie Reid 1964 swimwear collection. By invitation. Publicity: Virginia Dickson, PE. 6-6275.	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Sept. 27	YOM KIPPUR (Jewish Holiday--begins at sundown.)		

1964

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